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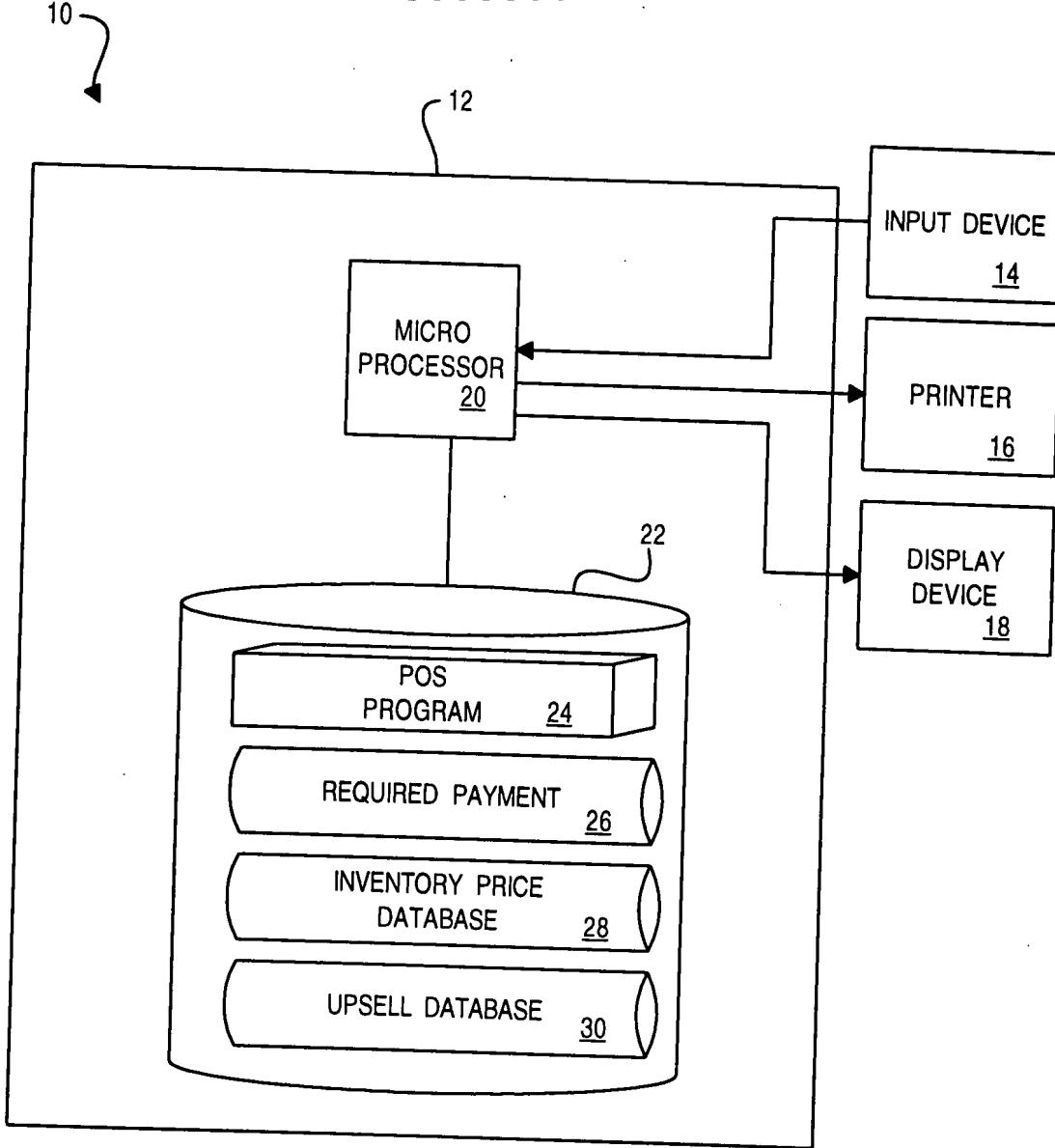


FIG. 1a

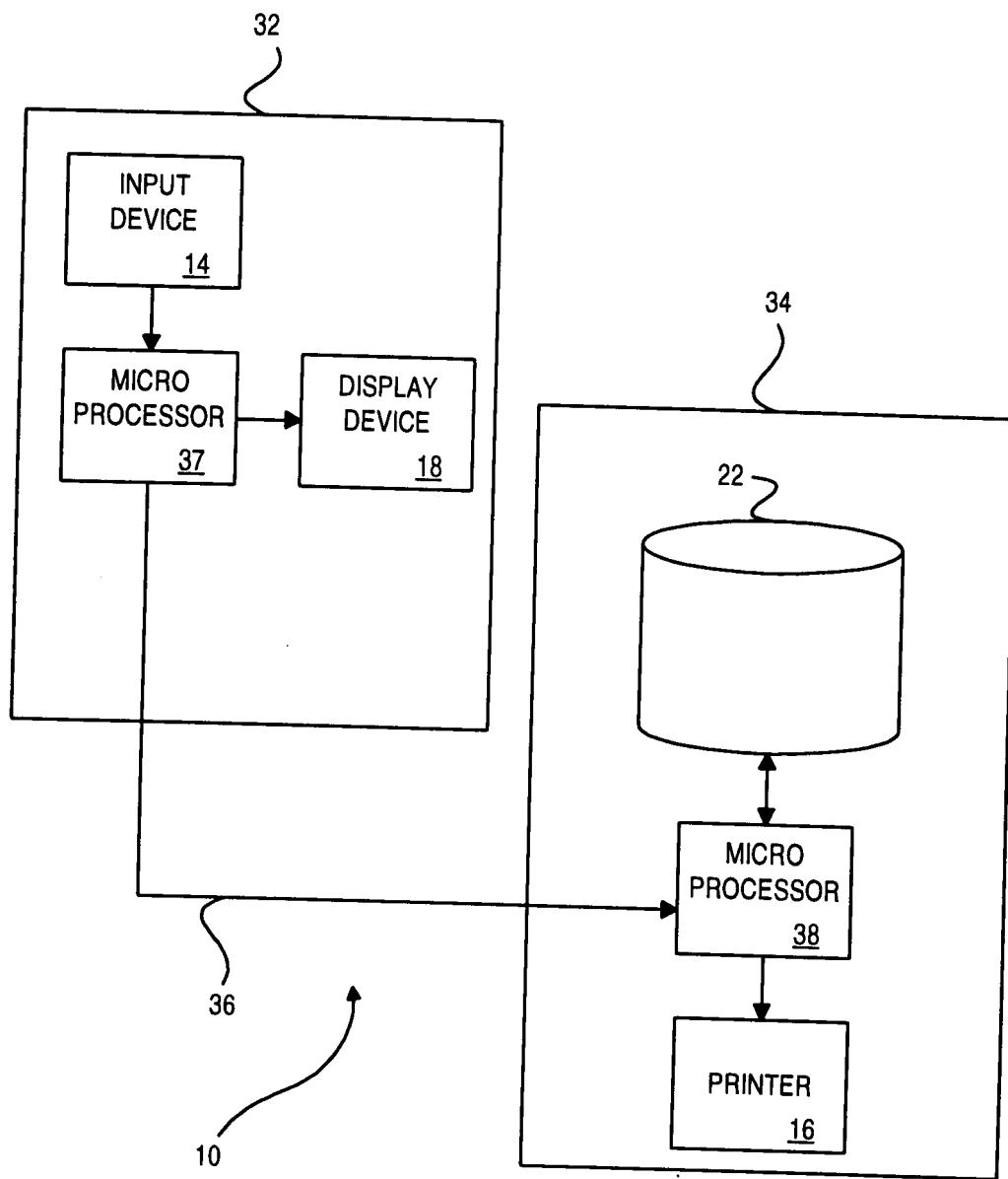


FIG. 1b

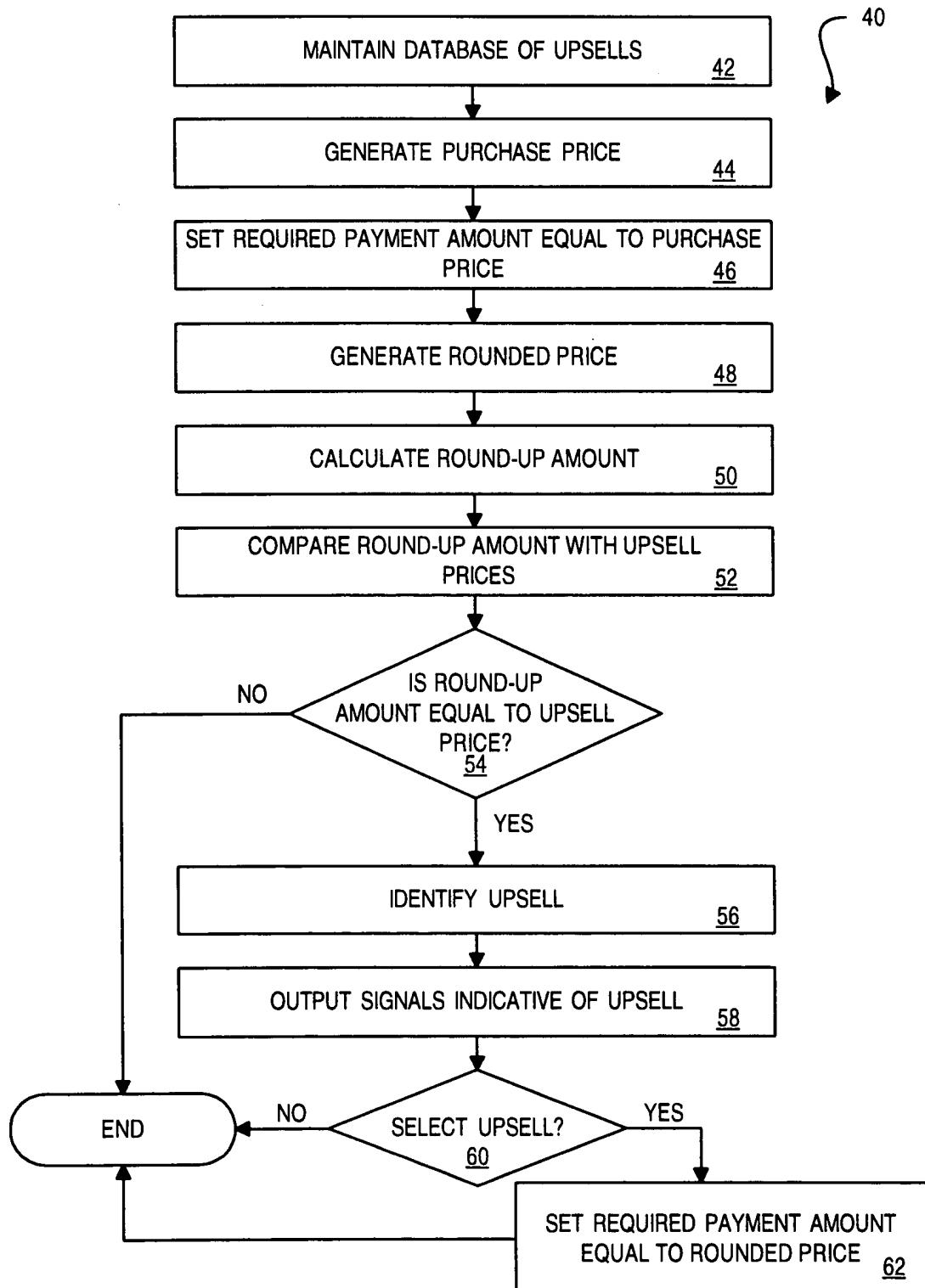
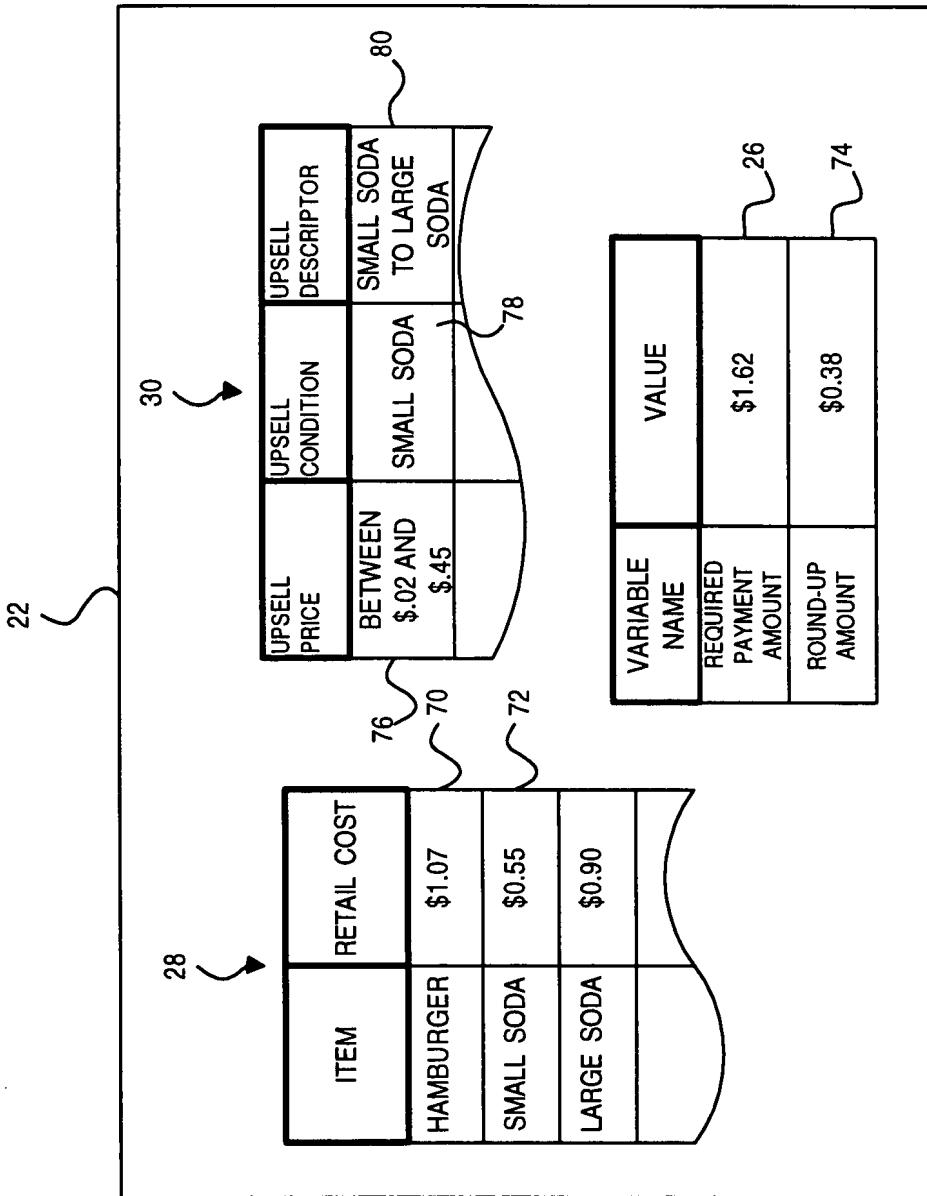


FIG. 2

FIG. 3





UPSELL CODE(S) <u>104</u>	UPSELL PRICE <u>92</u>	ITEMS PURCHASED <u>96</u>	CUSTOMER ID REQUIRED? <u>98</u>	CUSTOMER PREFERENCES <u>100</u>	TIME PURCHASED <u>102</u>	COST <u>103</u>	UPSELL DESCRIPTOR <u>94</u>
A	BETWEEN \$.02 AND \$.45	SMALL SODA	NO	NA	NA	\$0.02	SMALL SODA TO LARGE SODA
B	BETWEEN \$.50 AND \$.80	8	YES	NA	NA	\$0.50	X LARGE COLA UPGRADE, DELUXE TACO UPGRADE, FREE TACO COUPON
C	MORE THAN \$.70	NA	NO	NA	NA	\$0.70	FREE TACO COUPON
D	BETWEEN \$.30 AND \$.70	HAMBURGER	NO	NA	NA	\$0.25	PROMOTIONAL CUP
E	BETWEEN \$1.50 AND \$3.50	NA	YES	NA	> 5:00PM	\$1.00	MOVE TICKET
F	BETWEEN \$.20 AND \$.60	1,5	NO	NA	NA	\$0.20	X LARGE COLA UPGRADE, DELUXE TACO UPGRADE
G	LESS THAN \$.20	2	NO	NA	NA	\$0.00	LARGE COLA UPGRADE
H	BETWEEN \$.05 AND \$.20	5	NO	NA	NA	\$0.05	DELUXE TACO UPGRADE
I	LESS THAN \$.50	3	YES	5,7,3	NA	\$0.01	X LARGE COLA UPGRADE, FREE TACO COUPON

FIG. 4

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<u>CUSTOMER ID</u>	<u>CUSTOMER NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>	<u>HISTORICAL PREFERENCES</u>
112	114	116	118	110
123456	BILL SMITH	1425 HARD RD. NORWALK, CT 06850	(111)111-1111	BB
123457	JACK GREEN	213 PINK ST. NORWALK, CT 06850	(111)222-2222	NA
123458	ELIOT BROWN	21 CIRCLE DR. NORWALK, CT 06850	(111)333-3333	5,7,3,I

FIG. 5

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IDENTIFIER <u>136</u>	PRODUCT <u>132</u>	PRICE <u>134</u>	NUMBER IN STOCK <u>138</u>	EXPIRATION <u>140</u>
1	HAMBURGER	\$1.07	17	4:00 PM
2	SMALL SODA	\$0.55	NA	NA
3	LARGE SODA	\$0.90	NA	NA
4	X LARGE SODA	\$1.39	NA	NA
5	HARD TACO	\$0.69	20	2:00 PM
7	SOFT TACO	\$0.69	50	2:00 PM
8	#8 COMBO: HARD TACO, CHICKEN FAJITA, MEDIUM COLA	\$3.49	14	14
9	CINNAMON TREAT	\$0.59	3	2:00 PM
10	DELUXE TACO	\$0.89	0	3:00 PM

FIG. 6

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DATE OFFERED	UPSELL(S) OFFERED	ROUND-UP AMOUNT	UPSELL ACCEPTED	EXPIRATION	DATE REDEEMED	CUSTOMER ID
<u>158</u>	<u>152</u>	<u>154</u>	<u>156</u>	<u>162</u>	<u>164</u>	<u>160</u>
8/12/97	G,H	\$18	G	NA	NA	NA
8/12/97	B	\$.72	NONE	NA	NA	NA
8/12/97	C,D	\$.62	C	14 DAYS	8/22/97	123456
8/12/97	E	\$2.72	E	NA	NA	123560
8/12/97	I	\$.43	I	14 DAYS	EXPIRED	123458

FIG. 7

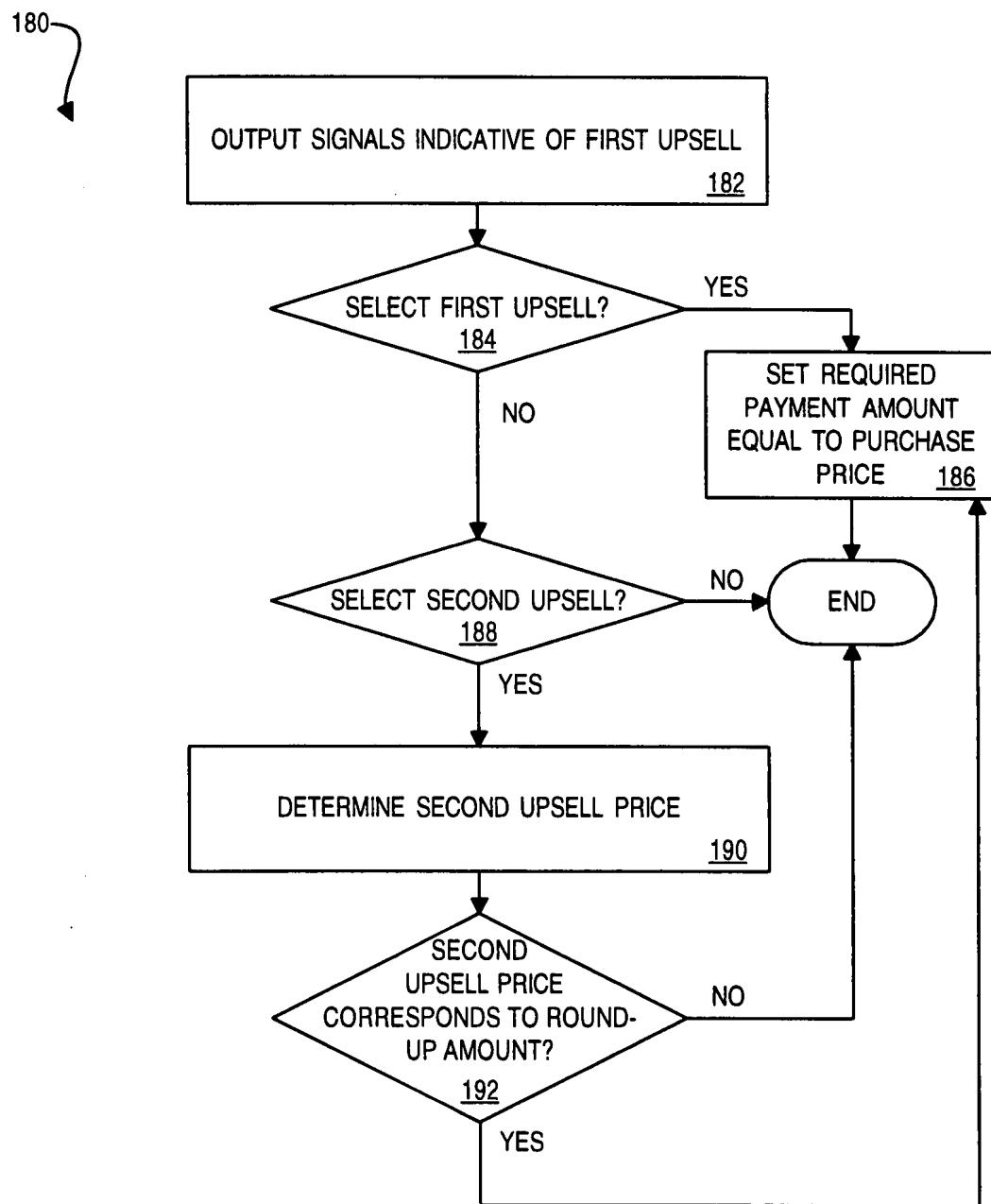


FIG. 8

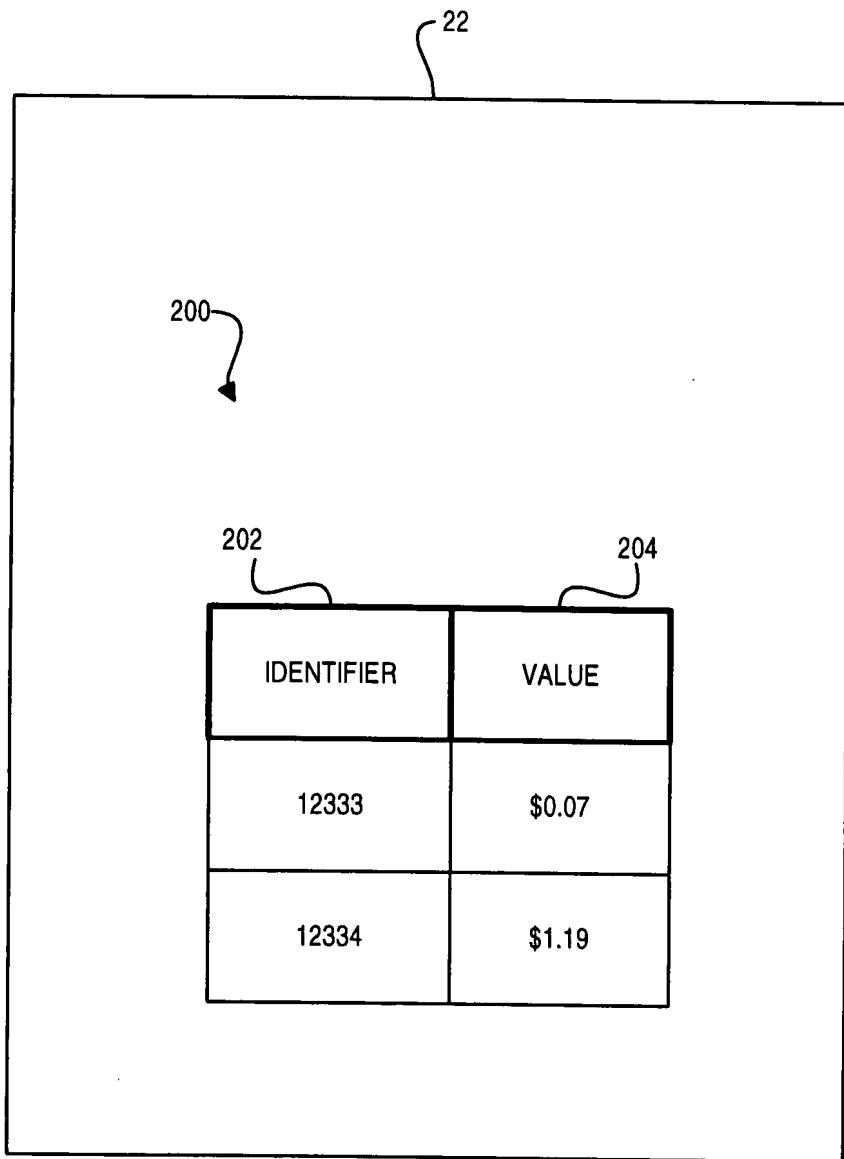


FIG. 9

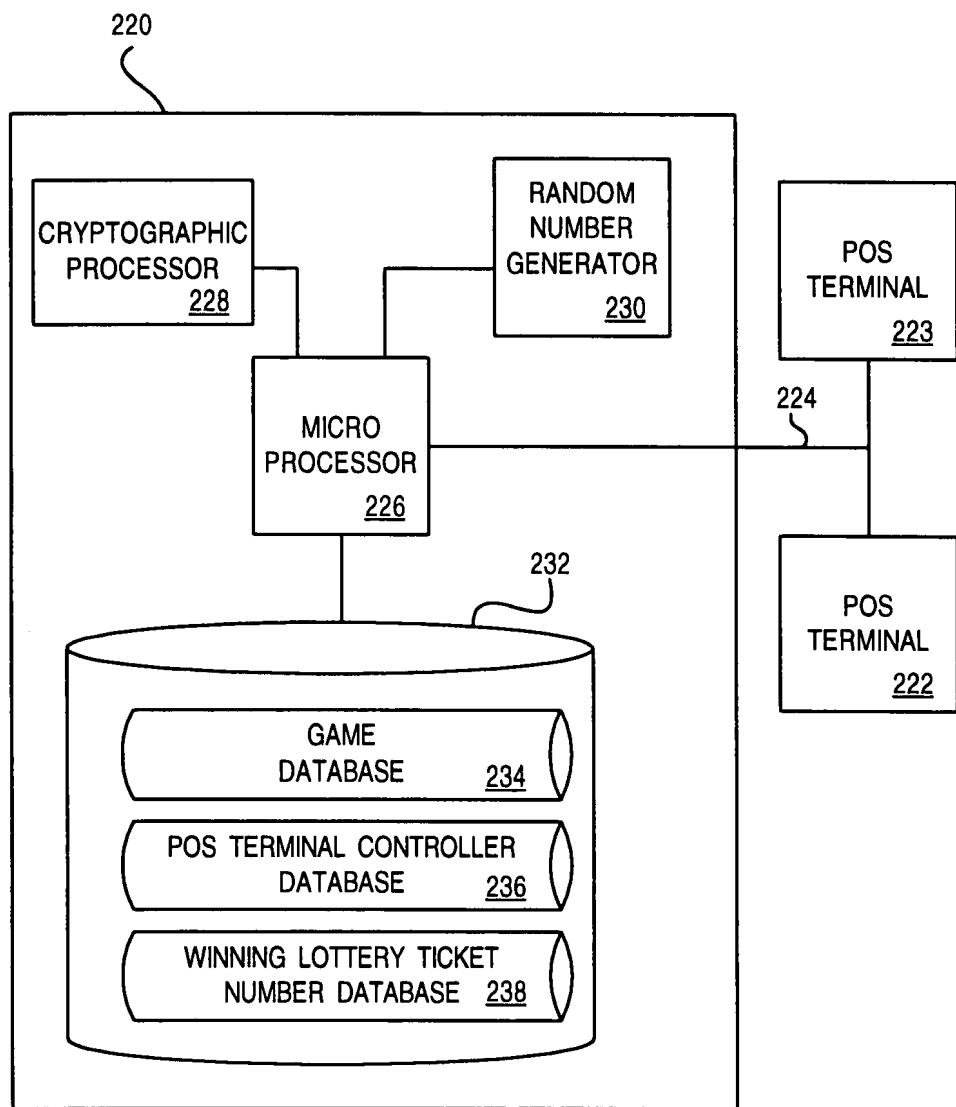


FIG. 10

CUSTOMER ID <u>262</u>	CUSTOMER NAME <u>264</u>	ADDRESS <u>266</u>	PHONE <u>268</u>	HISTORICAL PREFERENCES <u>270</u>	LINKED CUSTOMERS <u>272</u>	UPSELL DUE <u>274</u>	UPSELL EXPIRATION <u>275</u>
123456	BILL SMITH	1425 HARD RD. NORWALK, CT 06850	(111)111-1111	BB	123459	-	-
123457	JACK GREEN	213 PINK ST. NORWALK, CT 06850	(111)222-2222	NA	-	CC	1/1/97
123458	ELIOT BROWN	21 CIRCLE DR. NORWALK, CT 06850	(111)333-3333	5,7,3,1	199998,199999	-	-
123459	JILL SMITH	4210 BIG LOOP NORWALK, CT 06850	(111)444-4444	-	-	A	8/3/97

FIG. 11

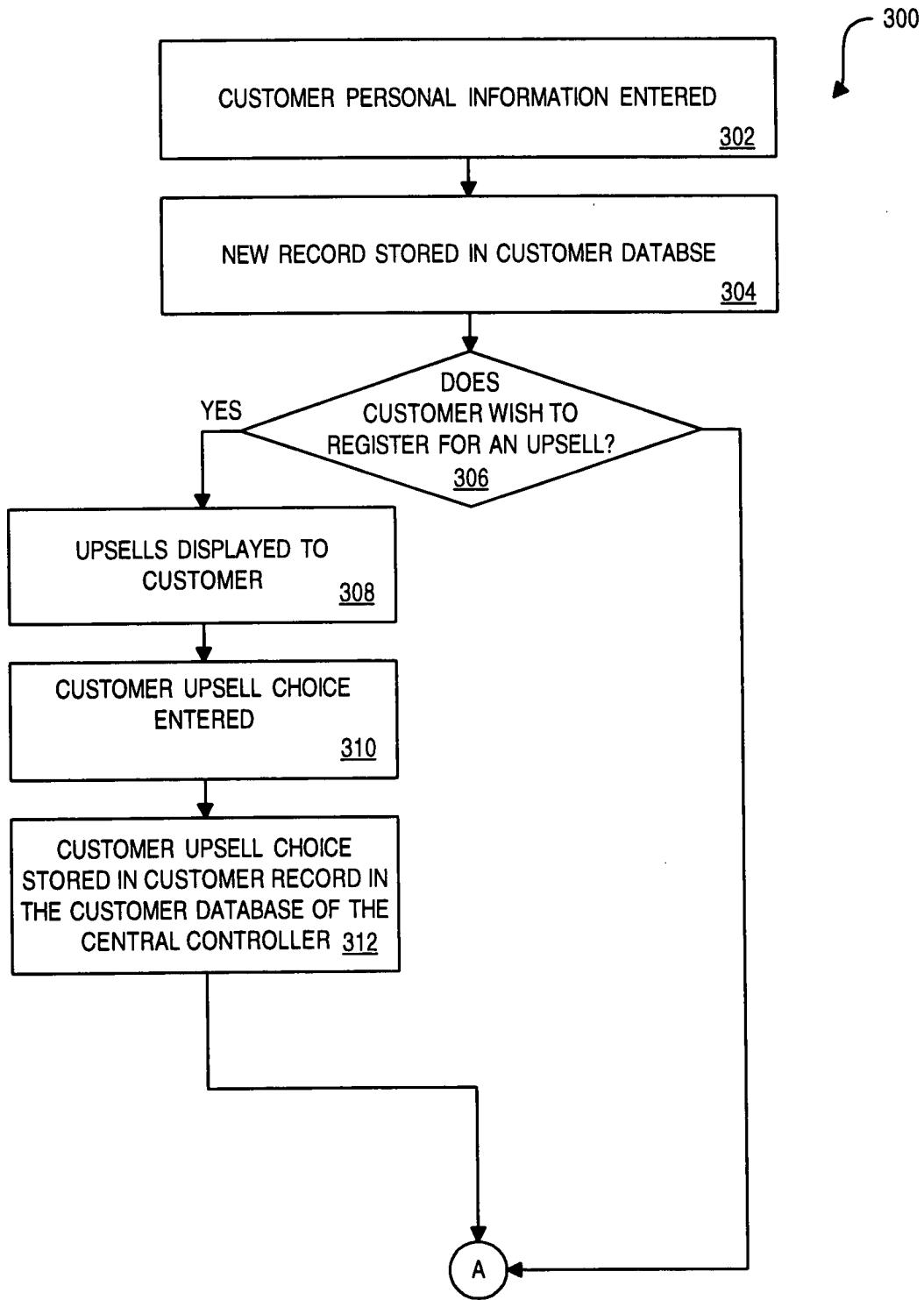


FIG. 12a

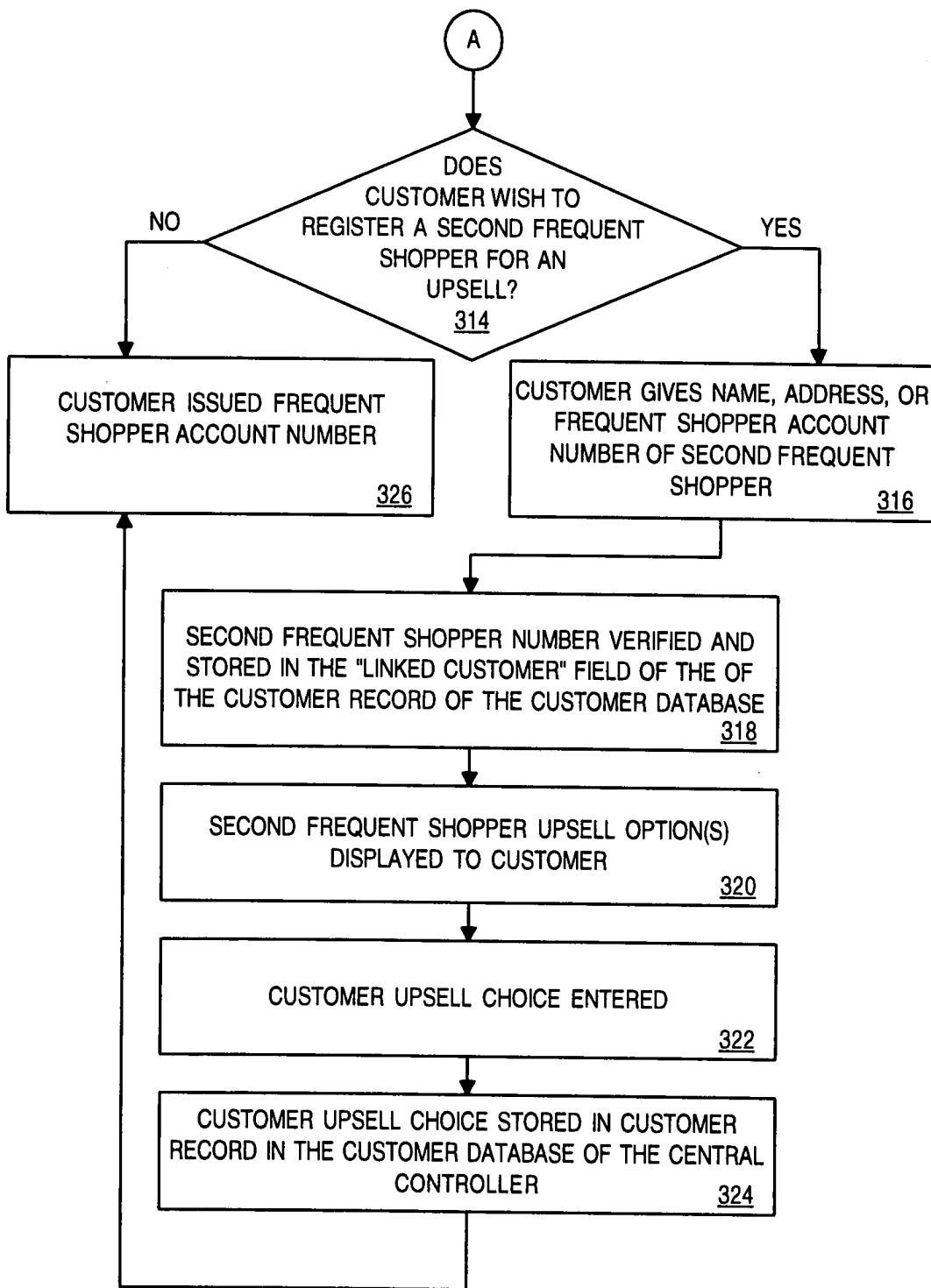


FIG. 12b

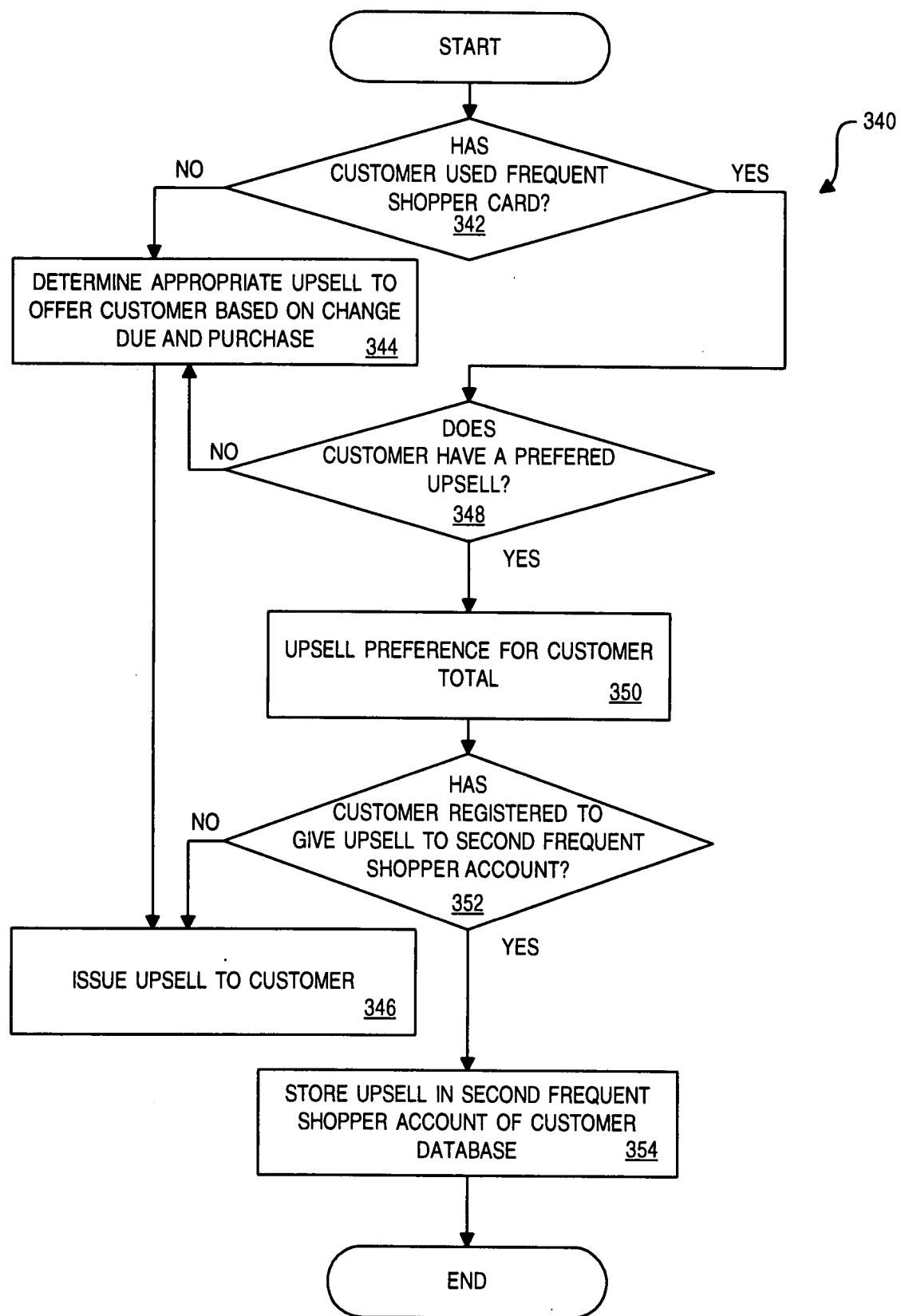


FIG. 13

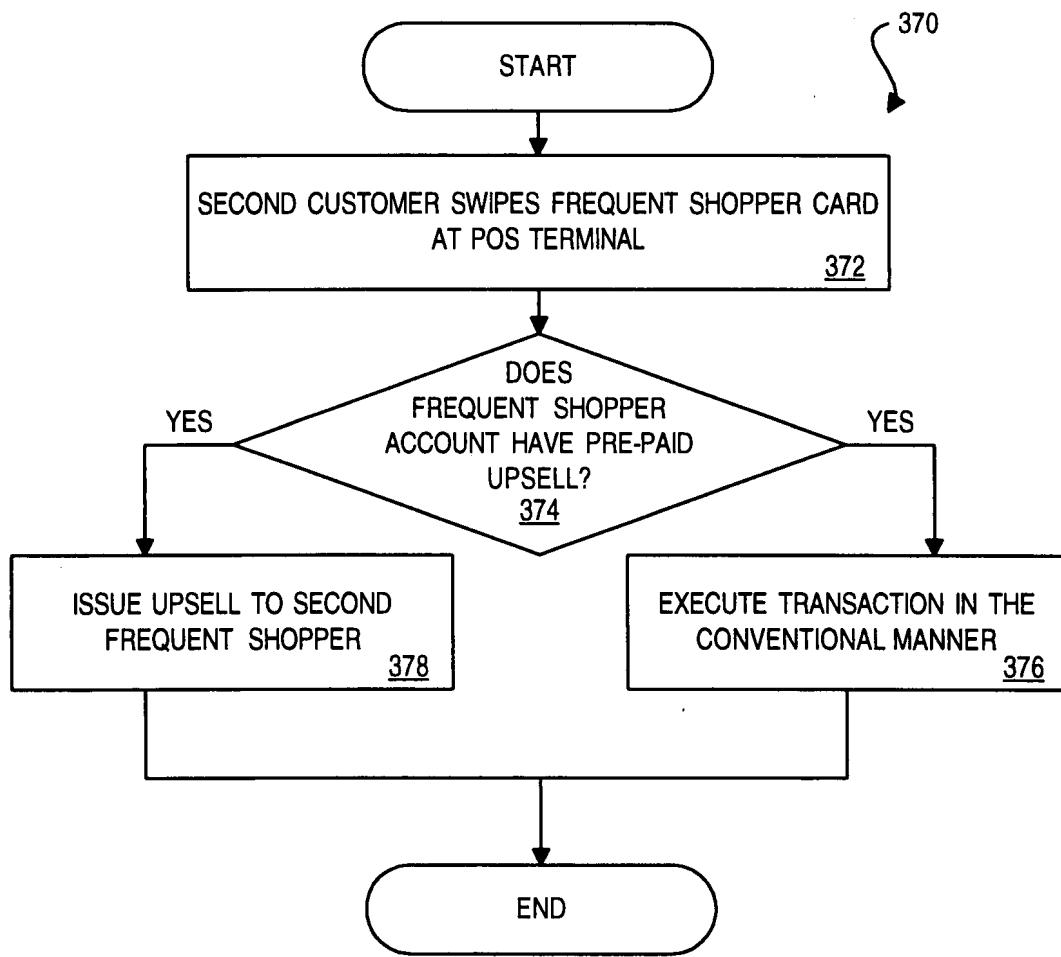


FIG. 14

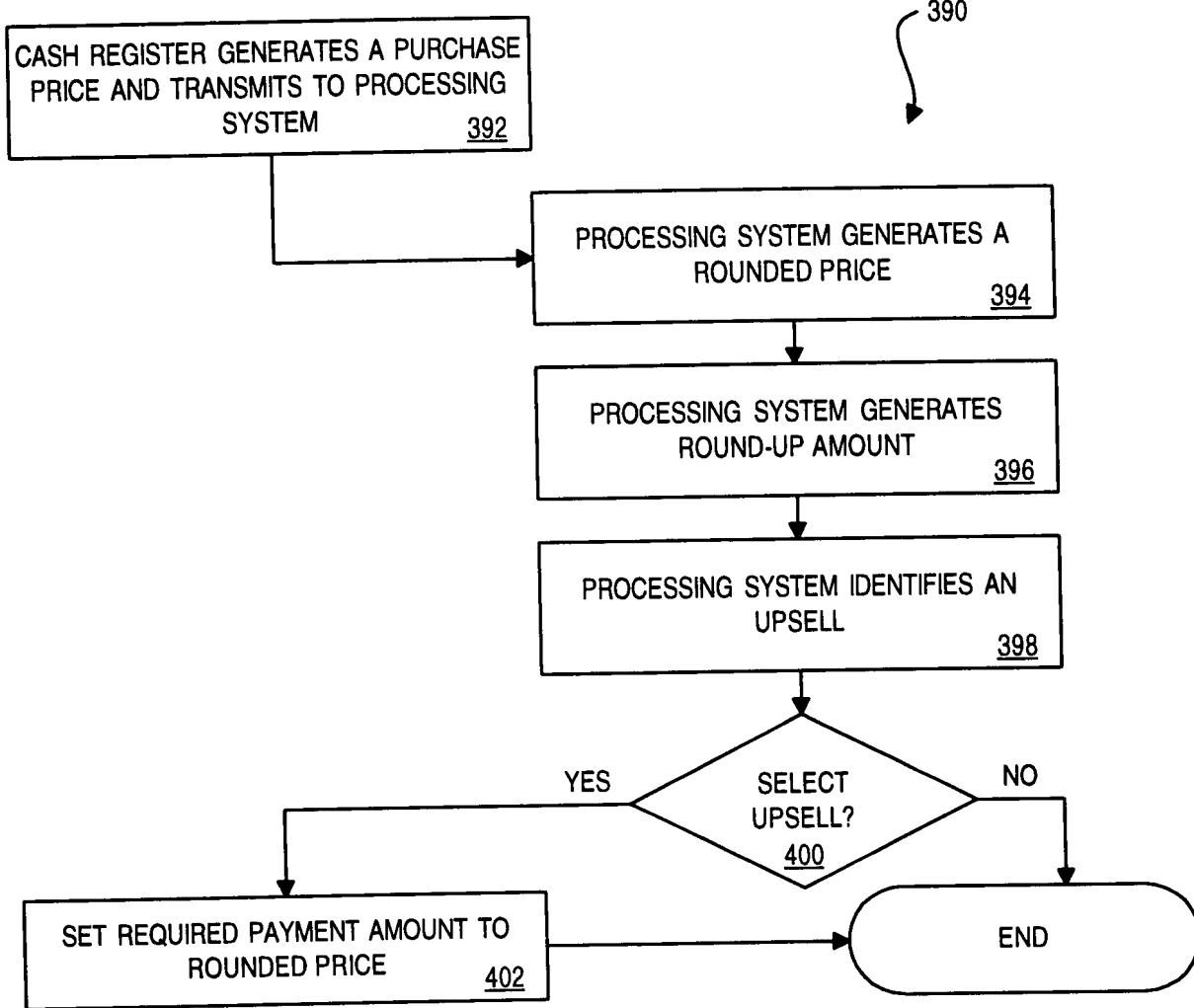


FIG. 15